



Where ideas connect

Utah Smart Site Business Profile Elite Publishing Services

Contact:

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Elite Publishing Services
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NAICS Code(s):

541430 Graphic Design Services
541850 Display Advertising
516110 Internet Publishing
511120 Periodical Publishers
541890 Other Advertising Services
541511 Web Page Design
518210 Web Hosting

Company Established

1984

Gross Revenues (2004 Projected):

\$500,000-\$1,000,000

Employees:

5-10

Operating Systems:

Mac OS
Linux
Windows 2000
Windows XP Professional

Other Software:

All graphic production software for print and web such as the Adobe Suite and Quark XPress

Business Relationships:

Longs Digital Solutions

Company Overview: Elite Publishing Service and our parent company Elite Marketing Services, Inc. have been in the magazine business for over twenty years and exclusively focused on the southern Utah community since 1995. A Utah company, Elite offers one annual and five semi-annual publications produced by a team with decades of industry and major market experience. These full color slick stock magazines are designed to meet the needs of southern Utah's existing and emerging markets: small business ownership and management, homeownership and relocation, health care, tourism and history in the Hurricane Valley and Zion Canyon area, and the area's most loved sport—golf. Under the Southern Utah Magazines brand, each publication is produced on a six month cycle, thus one magazine appears each month. In the first quarter 2004, Elite began offering web banner advertising for its print advertising client base. These banner ads - designed and implemented by Elite's production team - commenced with the online version of Southern Utah Health Care Magazine, Issue 8. Second and third quarter of 2004 will see the launch of Elite Publishing Service's new web department which is set to offer web design, backend programming, database management, e-commerce, and customized web applications.

Key Management and Technical Staff:

Company Management: Company management is run by Publisher Sandra Lenois and Operations Director Bob Nicholls. Relocating from Salt Lake City, Sandra brought her successful publishing company to southern Utah in 1996. Specializing in marketing publications and high-profile magazines such as Discover Utah for the flourishing statewide tourism industry, Sandra also published magazines for most of Utah's major malls, including the ZCMI Mall, Crossroads Mall, Cottonwood Mall, and the grand opening of Dixie's Red Cliffs Mall. Since moving to southern Utah, Sandra shifted Elite's focus to editorial based publications which serve separate and specific markets or areas of southern Utah life. Managing company operations since 1999, Bob Nicholls has brought more than thirty years experience in corporate management and ownership to Elite's management team, and together Bob and Sandy keep Elite growing into the future.

Competencies and Experience:

Web Design	Computer Graphics, Animation & Illustration
Data Warehousing & Storage; Web Hosting	Printing and Publishing

Client Listing:

Boulevard Home Furnishings, Charter Communications, City of Hurricane, City of Mesquite, City of St. George, Coldwell Banker, Choice Hotel's Comfort Inn, Comfort Suites, Quality Inn, Coral Canyon Golf Course, Coral Canyon Community, Dixie State College, Entrada at Snow Canyon Realty, ERA Brokers, Consolidated Golf, Mesquite NV, Holiday Inn, IHC Homecare, Infowest, Kindred/St. George Care and Rehabilitation, Kolob Regional Care and Rehabilitation, LearnKey, Sky Mountain Golf Estates, South Central Communications, Southern Utah Home Care and Hospice, Star Nursery, St. George Medical Park, St. George Surgical Center, Southwest Skin and Cancer, Sunbrook Communities, Tuacahn Center for the Arts, Quantum, QwestDex, Weight Watchers, Wells Fargo Bank, Zions Bank



Production and Creative Departments: Editor and Creative Director Julie Fiducia Hunter runs Elite's production department which guides the editorial development across the family of Southern Utah Magazines and fulfills their advertising commitments. Beginning her career in the editorial side of magazine publishing in 1986, Julie has also spent several years working in the advertising and design industry. The cumulative knowledge of both aspects helps her to keep each magazine on target and serving both its reader's needs as well as its advertiser's needs. Art Director Trace Butler graduated from Brigham Young University with a degree in Graphic Design and has spent his twenty year career serving both the print and web design fields. With numerous corporate websites to his credit, Trace will be leading the art direction and web design for Elite's new website design services.

Information Technology and Back-end Programming:

The dynamic duo heading up our information technology support team are Jerris and Jon Heaton. Jerris is A+ Certified and is fluent in windows and Linux servers as well as with Macromedia Dreamweaver, Adobe Suite, Microsoft Systems applications and more. Jon is a PHP Programmer with experience in MYSQL, web applications programming, e-commerce programming and HTML. Jon is also fluent with Linux servers and the gamut of web, office and graphics applications. Jerris and Jon will work with Art Director Trace Butler to offer Elite's website clients a wide range of web solutions for their companies.

Utah Smart Sites: Elite Publishing Services is a Utah Smart Site Enterprise. The Utah Smart Site Program is an initiative of the Utah Division of Business and Economic Development to encourage the creation of technology-based employment in small communities. For information, contact Les Prall at (801) 538-8804 or lprall@utah.gov.